



A study on the impact of gen-z on the street wear culture

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Abstract

This study delves into the significant influence of Generation Z (Gen Z) on streetwear culture, analyzing changes in fashion tastes, buying behaviors, social media impact, sustainability awareness, brand loyalty, and cultural contributions among this demographic. Employing a mix of qualitative and quantitative approaches such as surveys, interviews, and content analysis, the research uncovers the intricate layers of Gen Z's impact on streetwear, shedding light on the intersections of identity, expression, and commerce. Key discoveries suggest that Gen Z's passion for streetwear has revolutionized fashion norms, prioritizing comfort, uniqueness, and self-expression, while favoring brands known for their genuineness and inclusivity. Social media platforms play a crucial role in shaping Gen Z's fashion preferences, especially for exclusive releases and collaborations. Sustainability concerns drive Gen Z's preference for brands with transparent and eco-conscious practices. Brand loyalty is grounded in authenticity and cultural relevance, with Gen Z being drawn to brands that mirror their values. Beyond fashion, Gen Z's influence extends to music, art, and activism, shaping creative expressions within the streetwear community. Regional variations influence Gen Z's tastes, providing insights into both global appeal and localized adaptations. Recognizing these dynamics is essential for industry stakeholders navigating the evolving terrain of streetwear culture, empowering them to harness Gen Z's transformative potential for innovation and authenticity in the fashion sector.

Keywords

Generation Z, streetwear culture, fashion preferences, consumer behavior, social media influence, sustainability, brand loyalty, cultural contributions, regional variations, contemporary fashion landscape.

Introduction

In recent times, the fashion world has undergone significant transformation, largely due to the rise of Generation Z (Gen Z), a group born between the mid-1990s and early 2010s. With their unique preferences, values, and digital proficiency, Gen Z has emerged as a major force shaping various cultural realms, notably the dynamic sphere of streetwear fashion. This study aims to delve deep into the intricate relationship between Gen Z and streetwear culture, examining the profound impact this generation has had on the development, dissemination, and consumption patterns within the streetwear scene.

Once a niche subculture, streetwear has grown into a global phenomenon, transcending boundaries of geography and social class. Rooted in urban aesthetics and characterized by authenticity, exclusivity, and a rebellious spirit, streetwear serves as a powerful outlet for self-expression and cultural commentary. However, as the driving force behind this movement, Gen Z brings a distinct set of perspectives,

preferences, and behaviors that challenge conventional fashion norms and reshape the direction of streetwear.

This study focuses on exploring how Gen Z's values, digital literacy, and socio-cultural experiences intersect with the essence of streetwear. By analyzing Gen Z's interaction with streetwear across various platforms such as social media, consumer habits, and cultural influences, the research aims to uncover the underlying motivations and mechanisms driving their impact on streetwear culture. Additionally, the study seeks to shed light on the broader implications of Gen Z's influence on streetwear, not only in terms of aesthetic trends and market dynamics but also in terms of broader socio-cultural narratives and identities.

Utilizing a mix of qualitative and quantitative research methodologies, including surveys, interviews, and content analysis, this study aims to provide a comprehensive understanding of the symbiotic relationship between Gen Z and streetwear culture. By examining the intricate dynamics at play, the research contributes not only to academic discussions but also offers valuable insights for industry professionals, marketers, and cultural observers navigating the ever-evolving landscape of fashion and youth culture.

In summary, this research endeavors to unravel the complex web of Gen Z's impact on streetwear culture, highlighting the intersections of identity, expression, and commerce in today's fashion landscape. As we embark on this journey, we invite readers to join us in exploring the vibrant and evolving realm where generational identity and sartorial innovation converge.

Review of literature

https://www.researchgate.net/profile/Aditya-Mehta-9/publication/366065895_Gen_Z_reshaping_the_Streetwear_Sneaker_Market/links/63905c0f11e9f00cda25cb25/Gen-Z-reshaping-the-Streetwear-Sneaker-Market.pdf

The rise of streetwear among Generation Z is transforming the fashion landscape, driven by their preference for online engagement and authentic brand connections. This trend reflects a shift towards a more casual, yet culturally aware aesthetic. Gen Z's interest in premium streetwear brands is fueled by accessibility, newness, and affordability. Skateboarding streetwear, with its relaxed vibe and anti-establishment ethos, resonates strongly with this generation. Social media plays a pivotal role, influencing their shopping habits towards fast fashion and direct-to-consumer models. Streetwear's anti-establishment philosophy aligns with Gen Z's autonomous worldview, making it a crucial expression in contemporary fashion. As consumers prioritize issues like equality and sustainability, streetwear will continue to evolve, emphasizing cultural relevance and authenticity. Gen Z's influence on global trends underscores the significance of streetwear as a cultural phenomenon and a key driver of fashion industry innovation.

https://www.researchgate.net/profile/Devershi-Jain/publication/379035091_Contemporary_Issues_in_Marketing_and_Finance_INFLUENCE_OF_CONSUMER_BEHAVIOUR_OF_GEN-Y_AND_GEN-Z_ON_FOOTWEAR_PURCHASING_DECISIONS/links/65f73c461f0aec67e2a2d080/Contemporary-Issues-in-Marketing-and-Finance-INFLUENCE-OF-CONSUMER-BEHAVIOUR-OF-GEN-Y-AND-GEN-Z-ON-FOOTWEAR-PURCHASING-DECISIONS.pdf

This research paper delves into the shifting consumer behavior of Generation Y (Gen-Y) and Generation Z (Gen-Z) regarding footwear purchases, recognizing their substantial market presence. Investigating factors like brand loyalty, sustainability, digital influence, and social media's role, the study aims to uncover the key drivers guiding their buying decisions. Additionally, brand attributes emerge as significant influencers for both Gen-Y and Gen-Z consumers in their footwear purchases, highlighting the importance of understanding these generational preferences for footwear manufacturers and retailers.

<https://www.theseus.fi/bitstream/handle/10024/156328/Bachelor%20Thesis.pdf?sequence=1>

The theoretical segment delves into fashion concepts, consumer behavior, and marketing methodologies. Transitioning to the empirical phase, the study scrutinizes successful fashion brands, employing a survey completed by 93 respondents to gather substantial data for analysis. Sufficient empirical evidence was amassed. Consequently, the thesis culminates in a series of recommendations and conclusions, emphasizing pivotal aspects essential for establishing a fashion brand. It is postulated that by adhering to these outlined suggestions, an aspiring fashion brand creator can pave the way towards building a successful fashion enterprise.

<https://www.theseus.fi/handle/10024/755266>

This thesis delves into the dynamic realm of consumer behavior, particularly focusing on Generation Z's clothing purchasing decisions and the impact of contemporary fashion marketing strategies. With Generation Z being a primary target demographic for the case company, Ader Error, understanding their preferences is paramount. Employing a deductive approach and qualitative research methods, the study explores the behaviors of Gen Z shoppers. Drawing from a wide array of sources including books, articles, and previous research, the thesis highlights critical touch points in Gen Z's customer journey and examines the efficacy of modern marketing techniques, with the Ader Error case study showcasing successful innovation in attracting Gen Z consumers.

<https://search.proquest.com/openview/ad92821f72ea3f7c5bf5199b69343471/1?pq-origsite=gscholar&cbl=18750&diss=y>

This study explores the pervasive influence of hypebeast culture, defined as the integration of street fashion into mainstream fashion ideals. Given the scarcity of academic literature on this subject, the researcher conducts interviews with self-proclaimed hypebeasts and relies on insights from fashion historians and journalists. Incorporating sociology and fashion theory, the study delves into the sociological significance of hypebeast culture, drawing upon the works of scholars like Aspers and Godart to elucidate its impact on contemporary social life. By bridging fashion history and sociology, this research initiates a dialogue on the evolution of street fashion, its intersection with luxury brands, and its broader societal implications, sparking discussions among fashion historians and enthusiasts alike.

<https://repositorio.iscte-iul.pt/handle/10071/26274>

This research delves into the transformation of sneakers from functional footwear to symbols of social status, examining the impact on sneaker culture. While existing literature explores the history and resale market evolution, it lacks insights into sneakerheads' sentiments regarding the shift towards luxury collaborations. Through 16 in-depth interviews and Leximancer analysis, the study reveals divergent opinions within the sneaker community on the "luxurisation" trend. It investigates whether sneakers serve as a gateway to luxury consumption and the significance of brand collaborations in high fashion's infiltration into streetwear. Results highlight a significant divide among individuals based on their roles within the sneaker community, shedding light on the complex dynamics shaping contemporary sneaker culture.

https://rave.ohiolink.edu/etdc/view?acc_num=ohiou1628073613427954

This research investigates the evolution of streetwear brands' image through the lens of visual art, focusing on their shift within the fashion sector. Utilizing qualitative expert interviews with brand owners and creative directors, the study uncovers insights into the role of visual art in streetwear's communication strategy. Brand owners discuss how art has reshaped streetwear's perception within the fashion industry, emphasizing the prominent use of visual art in brand positioning and branding. Findings highlight the various ways visual art integrates into the brand community, shedding light on the intricate relationship between streetwear, visual art, and brand communication.

<https://search.proquest.com/openview/441b2e1cffa4f8ad69e640ae6a7576da/1?pq-origsite=gscholar&cbl=51922&diss=y>

Generation Z, born after 1997, epitomizes phone addiction, financial pragmatism, and entrepreneurial spirit, while grappling with a significant increase in mental health challenges. Dependent on social media for communication, they champion diversity and inclusivity, valuing safety and equal opportunities. Gen Z exhibits unwavering loyalty to their "circle of trust," comprising individuals, brands, and influencers they rely on for guidance and validation. Public relations practitioners must grasp Gen Z's social media usage, influencer dynamics, and brand connections to effectively engage this elusive demographic.

<https://soar.suny.edu/handle/20.500.12648/14052>

Hip-hop fashion intertwines with Black Materialism, reflecting street roots and global influence. It serves as a statement of identity, resistance, and empowerment, while also embracing Conspicuous Consumption, showcasing wealth and status. These trends stem from societal pressures and historical contexts within black communities, shaping a unique dialogue in the fashion world. Challenging norms and pushing boundaries, hip-hop fashion embodies both cultural expression and economic empowerment.

https://intellectdiscover.com/content/journals/10.1386/csmf_00053_1

This article delves into the fashion choices of SoundCloud rappers, a prominent subset of hip hop emerging in 2016, characterized by unconventional clothing like fluffy pink hoodies and silk scarves. While traditional rappers often embody heteronormative masculinity with baggy sports attire and oversized jewelry, SoundCloud rappers challenge this norm by embracing hybrid masculinity. Despite historical associations of Black masculinity with ostentatious fashion, traditional rappers fear association with non-conforming styles. Through the lens of the dandy concept, this article explores how SoundCloud rappers navigate backlash while pushing the boundaries of clothing expression, potentially influencing a new generation of queer Black rappers towards more audacious looks.

<https://library.iated.org/view/MOREIRA2022EDU>

In light of the fashion industry's environmental impact, educating future fashion designers on the principles of the circular economy is imperative. Unlike the linear model of Fast Fashion, the circular economy aims for restorative and regenerative practices, minimizing waste throughout the production chain. This article aims to assess the integration of circular economy principles in high school fashion design curricula in Portugal. By examining methodologies and strategies employed by educators, it seeks to understand how sustainable development guidelines are addressed, particularly with regard to Generation Z students. Through a comprehensive survey of fashion design courses, the study aims to shed light on the incorporation of circular economy concepts in fashion education at the secondary level.

<https://www.tandfonline.com/doi/abs/10.2752/175693813X13705243201496>

The article explores Indonesia's burgeoning fashion industry and its endeavors to gain global recognition through distinct branding strategies. It delineates two primary approaches: "self-orientalizing" and "strategic anti-essentialism," critiquing their efficacy. With a focus on the latter strategy, the article examines its limitations and recent innovations, spotlighting independent streetwear labels like Airplane System and Unkl34. By delving into the efforts of Indonesian designers and apparel companies, the article offers insight into the complexities of establishing a presence on the international fashion stage.

<http://hdl.handle.net/20.500.12648/13340>

Today, a common name for people who aspire to always be caught up with streetwear culture, is a “ hype-beast ”. These people will spend thousands of dollars that they have in order to be in the mainstream culture, purchasing Yeezys, Gucci, Givenchy and other types of mainstream expensive clothing to seek validation, usually from others on social media in order to build a following. This for people causes a need in order to own these items, and for people who might not necessarily have the income to support the constant purchases of these expensive products, introduce, replicas. Replica brands give people a chance to feel as if they are one with the affluent celebrities, and try to imitate to try and be like them one day as we live in a current time where the phrase, “ Fake it till you make it “ , is something we see on the daily. Not just with regular people however, we see influxes of people coming out of nowhere into stardom using this sort of tactic where we see a common link between Counterfeits and Clout chasing. In the beginning however this project was intended to be an exploration of the hype beast culture and different subgroups within it. As time went on and circumstances changed due to the current climate, it transformed into a narrative about me and my uncles own experience within the culture.

<https://scholarscompass.vcu.edu/uressposters/111/>

The presence of rap culture in fashion demonstrates a trend in marketing, bringing cultural niches into the mainstream. This work examines the transition of rap fashion into popular culture, using hip-hop as a muse for the high-end. Specifically, I look at how rappers are beginning to create their own fashion lines and how high-fashion and urban street style incorporate hip-hop characteristics. Rappers use fashion as a way to show off wealth and success, flaunting designer names and labels in music videos, lyrics, and styling. In turn, high-fashion and street style brands use rap figures as guest designers and samplings of hip-hop statements in looks, blurring the elite fashion industry and urbanized rap culture. In my work I looked at articles on hip-hop fashion and primary sources of rappers in the fashion industry to discover the blend of rap in fashion found in popular culture. I discovered that many rap artists highly value fashion and use their success to create rap-inspired clothing brands, both luxury and streetwear. Further in my research I found that rappers use fashion as a tool to boast their wealth and success. Using ostentatious jewelry and designer labels, rappers publicize their knowledge of elite fashion labels as a representation of their status. Rappers advertise their familiarity with designer fashions in their lyrics and music videos as well as in clothing that broadcasts labels. Fashion has begun to incorporate what is typically viewed as black culture bringing it to the forefront of trends and questioning its appropriation. This transition marks the integral marketing strategies and importance of streetwear’s influence on the high-end styles. The blur in influences shifts fashion’s stereotypically elitist industry to value street style and produce collections that are more relevant to popular culture and minority groups.

<https://icsai.org/procarch/15icllce5imelt/15ICLLCE-011-011.pdf>

In the era of globalization, digitalization has accelerated technological development which created one of the most life-changing innovations: social media. As a modern form of mass media influence that enables the instantaneous transfer of meaning between individuals worldwide, social media has been both a negative and positive impact towards the modern human life in significant ways, especially in the lives of young adults. The worldwide fashion phenomenon known as ‘Hypebeast’ is a perfect example of the negative side of social media. With young people as the primary target consumer, this phenomenon uses digital marketing to promote the rise of ‘conspicuous consumption’ in which the youth are ‘hyped up’ to consume high-end brands and luxury goods in order to feel included and increase their social status. This phenomenon is directly related with the school of thought called hedonism which argue that the right thing to do is to produce the greatest amount of happiness and as little of pain; in this case, this philosophy argues that youth should purchase things that bring pleasure or sparks to the consumer but actually has little to no needs in his or her life. Using the qualitative approach as our method of research, in particular phenomenology, this thesis gives insight to the impact of consumerism and hedonism in the ‘Hypebeast’ phenomenon of the mainstream youth culture today.

https://baec.aaa.am/files/2021/10/Vladik-Aghagyulyan-How-societal-norms-and-underrepresentation-of-a-certainculture-affect-the-mainstream-male-fashion-industry-to-becomemore-inclusive_Kilts.pdf

This paper explores how societal norms influenced by historical developments categorize mainstream items of clothing as masculine, feminine as well as male or female, respectively. It touches open the unequal opportunities rooted in the male mainstream fashion items, and analyses why the female fashion industry seems to be more inclusive and less restrictive. The paper primary focuses on kilts, as a kind of apparel that could not break into mainstream male fashion culture on an international level and discusses the possible reasons through an analysis of various articles. Moreover, the marketing perspective of kilts is address as well to better understand the issue with normalizing it within streetwear culture among men. Lastly, the idea of selective representation of certain cultures in the media as well as identity issues are discussed to find out how the underrepresentation of Scottish culture hinders certain cultural elements, such as kilts, from becoming contemporary and accessible to the general public.

https://cdr.lib.unc.edu/concern/honors_theses/5712mg27f

The “post-Soviet aesthetic” disrupted the Western fashion industry when it first gained recognition in the early 2010s. It originated as an underground, indie fashion movement that took inspiration and symbols from the new post-Soviet youth culture, but soon was the the visual language of fashion’s most influential brands. The aesthetic’s mainstream success in the fashion industry gave the Eastern European voice and experience unprecedented cultural power in the West, where it had once been overlooked, especially in post-Sovietism’s movement into and subsequent major influence on popular European luxury fashion. After the consolidation of its place in the high fashion sphere, its irreverent and referential style and Soviet origins disconcerted and divided fashion critics and consumers due to its apparent aesthetic and strategic opposition to the basic tenets of luxury fashion, an industry it would come to have significant and lasting impact on. In popular fashion discourse, the post-Soviet aesthetic has been classified as streetwear and an extension of postmodern fashion, a broad category that has dominated the last thirty years of high fashion.

<https://flore.unifi.it/handle/2158/1292400>

Starting from the assumption that there is a circularity of ideas among design, fashion, artistic currents, and socio-political events, it is possible to state that these ideas influence the design of products and fashion. The paper proposes a reflection on the emerging phenomena of the last decades to better understand the streetwear phenomenon and its multidisciplinary relations. The new generations, who are particularly sensible to contemporary changes, communicate their ideas through new clothing languages. In the field of fashion, streetwear has been established for some years as an expression of the contemporary and forerunner of the trends of the next future.

<https://ideas.repec.org/a/mul/jyf1hn/doi10.1431-103220y2022i2p333-354.html>

Nowadays collaborations or «collab», as they are defined by Generation Z, have become relevant part of brand activities in fashion, luxury and streetwear. Collaboration between luxury and streetwear brands is viewed as a kind of junction between heritage and innovation, old and young, history and avant-garde. The collaboration Louis Vuitton × Supreme has been considered the best-in-class and the most known example, enough to be considered as «founder» of this trendy phenomenon. The paper summarizing the strategic alliances and the strategic marketing alliances, focuses on describing the three concepts of collaboration, co-branding and limited editions, as main pillars for a successful collaboration. The research on the Louis Vuitton × Supreme co-branding strategy, considers the limited edition and its product as the tangible expression of this collaboration, focused on new market-segments and customers. By some findings, coming from qualitative and quantitative research, the paper summarizes specific attributes, benefits and perceptions – of consumers and non-consumers – about the collaborations. Specifically, the analysis on Louis Vuitton × Supreme collaboration explains the drivers affecting customer satisfaction of the limited edition. At the end, some suggestions can be traced to enable insightful understanding on the collaboration as a strategic tool of brand management to let flourish and reflect both value of co-brands.

<https://garuda.kemdikbud.go.id/documents/detail/1991923>

The luxury streetwear trend in Indonesia have just became blooming lately. Along with this trend, social media has a big role to initiate the virtual community as a place to share and exchange some information about the luxury streetwear product, the event, and sometimes they are also doing transaction in it. This research intends to find out the luxury streetwear virtual community model structured in Indonesia, identify factors that influence customers purchase intention of luxury streetwear products in Indonesia, and test the effect of virtual community towards purchase intention of luxury streetwear in Indonesia. This study using semi structured interview and online survey method to collect the data, while using open coding and PLS-SEM to analyze the relationship between the variable (hedonic and utilitarian motivation, need of uniqueness, virtual community participation, brand community's generated content, perceived interactivity, perceived brand quality, brand awareness, brand association, attitude towards luxury streetwear virtual community, brand loyalty and purchase intention). The result indicates that virtual community participation has positive influence on purchase intention in Indonesia. The finding of this research is expected to enhance both the luxury streetwear community and luxury streetwear marketers' knowledge to maximize the luxury streetwear business. Keywords: Luxury Streetwear, Purchase Intention, SEM-PLS, Virtual Community

<https://link.springer.com/article/10.1007/s11562-017-0411-9>

Drawing on a framework that goes beyond the usual securitization lens and that includes other neglected sociological dynamics, namely consumerism and individualization, this article explores an overlooked form of dress in the research on Islamic dress in the West which is Islamic street wear. This analysis interrogates what Islamic street wear reveals, in terms of identity, about the experience of young Muslims living as a minority in secular spaces. Various messages collected from message T-shirts are deconstructed to precisely highlight the effect of these different dynamics on the articulation of identities by young Muslims. A theoretical framework grounded in the notion of hybridity guides a systematic content analysis of the messages. The analysis of these messages reveals the strong individualization of faith deriving from consumerist patterns, the rather limited expression of the controversial "ummatic" loyalty to Muslims worldwide and the assertion of pride in Muslim identity.

<https://ir.uitm.edu.my/id/eprint/48014/>

Streetwear Benz is a small business that were created by me in this semester. My business in based on clothing industry where we specialize in selling and supplying streetwear fashion clothes and accessories of famous brand that are from outside of Malaysia. This company's business has been registered in the Go-Ecommerce with the guide of my lecturer. Furthermore, this business is located at Klang, Selangor where we focus on marketing our business in that area. The reason why I choose to open this type of business is because to give exposure to people that do not know of the existence of streetwear fashion. In this modern era, this type of fashion is thriving at global market thus making all the items or product of this streetwear fashion valuable although it is produced long time ago. Despite of the range of price that are often consider expensive, it is not stopping people who follow this kind of fashion trend from stop buying them. This is because in this industry, vintage or rare product of famous brands tends to increase on its price through out the time. This means product that you buy at RM100 can increase to triple of its amount in couple of years.

<http://icbtsproceeding.ssru.ac.th/index.php/ICBTSVIENNA2023/article/view/943>

The objectives of Creative innovation of men's streetwear brand from Borassus fruit fiber for the Zennials with a circular design concept aimed to discover the potential approach for developing Borassus fruit fiber. It was experimental and qualitative research The researcher studied the properties of Borassus fruit fiber from agricultural waste and experimentally processed it into textiles. The findings revealed that the properties of Borassus fruit fiber were 7-14 cm long and yellow. It would turn brown when it dried and it had high hardness. In experiments, the Borassus fruit fiber can be softened by boiling them with 500 g of ash and 15 liters of water per 300 g. It could be woven with cotton for being textiles by 3 ratios as follows: Ratio 1: 50% Borassus fruit fiber mixed with 50% cotton found that the textile was higher in hardness. Ratio 2: 30% Borassus fruit fiber mixed with 70% cotton found that the textile was lower in hardness. Ratio 3:

15% Borassus fruit fiber mixed with 85% cotton found that the textile was obviously soft and could be processed into lifestyle products such as clothes, bags, hats, and shoes. Thus, Borassus fruit fiber can be an alternative material that reduces agricultural waste and increases the efficient use of resources. Moreover, it is an environmentally friendly alternative material that aligns with the circular economy.

<https://scholarlycommons.pacific.edu/purcc/2021/events/54/>

Why is it that the clothing and textile industry is one of the largest polluters in the world? The issue at hand is the rapid use of resources in order to create clothing for profit. The outcome of this industry is clear, fast fashion hurts the planet. Immediate change on this topic starts with you. Everyone has an impact on this industry as an individual consumer. With each person who takes the overproduction and overconsumption of clothing and textiles seriously, we can reach our goals to improve the state of our planet. This project aims to encourage consumers to keep in mind how their decisions directly affect the planet they live on and it can be successful by reaching these consumers who don't currently live by making sustainable choices. This project urges the audience to resist falling for fast fashion trends and instead invest in supporting the Earth.

Research methodology

Reviewing existing literature on streetwear culture, fashion trends, consumer behavior, and Gen Z characteristics will establish a foundational understanding of the topic and identify gaps in current knowledge that the research aims to fill.

Survey design will involve creating and distributing surveys tailored to Gen Z individuals to collect quantitative data on their attitudes, preferences, and behaviors regarding streetwear fashion. Questions will cover areas such as purchasing patterns, brand recognition, preferred social media platforms, and perceptions of authenticity in streetwear.

Qualitative interviews will be conducted with Gen Z members, streetwear enthusiasts, industry experts, and cultural observers to gain deeper insights into the motivations, values, and experiences driving Gen Z's involvement in streetwear culture.

Content analysis will involve examining content from various digital sources such as social media platforms, fashion blogs, and online forums to understand how Gen Z consumes and interacts with streetwear culture. This analysis will focus on hashtags, trends, influencer content, and user-generated content to identify common themes and patterns.

Participant observation will be employed by immersing researchers in streetwear communities, events, and online spaces frequented by Gen Z. This approach allows for firsthand observation of interactions, behaviors, and cultural practices within streetwear culture.

Case studies will explore specific examples of successful streetwear brands, marketing campaigns, or cultural phenomena that resonate with Gen Z. These case studies will provide real-world context to illustrate theoretical concepts and research findings.

Ethnographic research methods will be used to study streetwear culture within its cultural and social context. This may involve extended engagement with specific communities, attending events, and building relationships with participants to gain insider perspectives.

Cross-cultural analysis will compare and contrast streetwear culture and Gen Z's influence across different regions, socio-economic backgrounds, and cultural contexts. This approach will reveal variations and commonalities in the impact of Gen Z on streetwear culture globally.

Data analysis will involve analyzing survey responses, interview transcripts, and qualitative data using appropriate statistical techniques and qualitative analysis methods to identify patterns, themes, and correlations.

Triangulation of findings from multiple data sources and research methods will be conducted to enhance the validity and reliability of the study. By corroborating findings from different sources, researchers can strengthen the robustness of their conclusions.

By utilizing a diverse range of research methods, the study aims to provide a comprehensive understanding of Gen Z's influence on streetwear culture, capturing the complexity and nuances of this dynamic relationship.

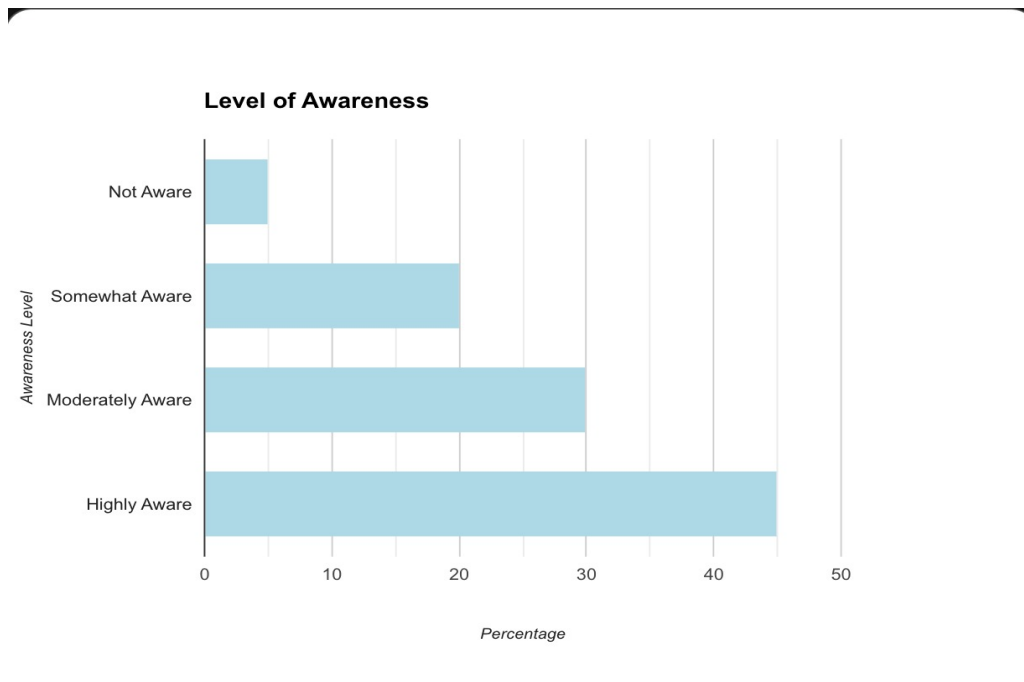
Data analysis

Analyzing the influence of Generation Z on streetwear culture involves examining changes in fashion preferences, buying behaviors, social media impact, and brand interaction within this demographic. Key areas to explore include:

- **Fashion Preferences:** Investigating the appeal of streetwear aesthetics among Generation Z, including preferred brands, styles, and trends.
- **Consumer Behavior:** Examining how Generation Z engages with streetwear, including their shopping habits (online vs. offline), frequency of purchases, and willingness to invest in limited edition or branded items.
- **Social Media Influence:** Exploring the role of platforms like Instagram, TikTok, and Snapchat in shaping Generation Z's perception of streetwear culture, including the impact of influencer marketing, brand partnerships, and user-generated content.
- **Sustainability:** Assessing Generation Z's awareness of and commitment to sustainability and ethical practices within the streetwear industry, including their support for eco-conscious brands and initiatives.
- **Brand Engagement:** Analyzing Generation Z's loyalty to streetwear brands, the factors influencing brand allegiance (such as authenticity and inclusivity), and the significance of brand reputation in their purchasing decisions.
- **Cultural Impact:** Considering broader cultural influences on streetwear, including music, art, and social movements, and examining Generation Z's contributions to or challenges to these cultural dynamics.
- **Global Trends:** Comparing streetwear trends and behaviors among Generation Z across different regions or countries, identifying commonalities and distinctive preferences.

In essence, examining these aspects provides insight into how Generation Z shapes and is shaped by streetwear culture on a global scale.

Level of Awareness



Highly Aware: 45%

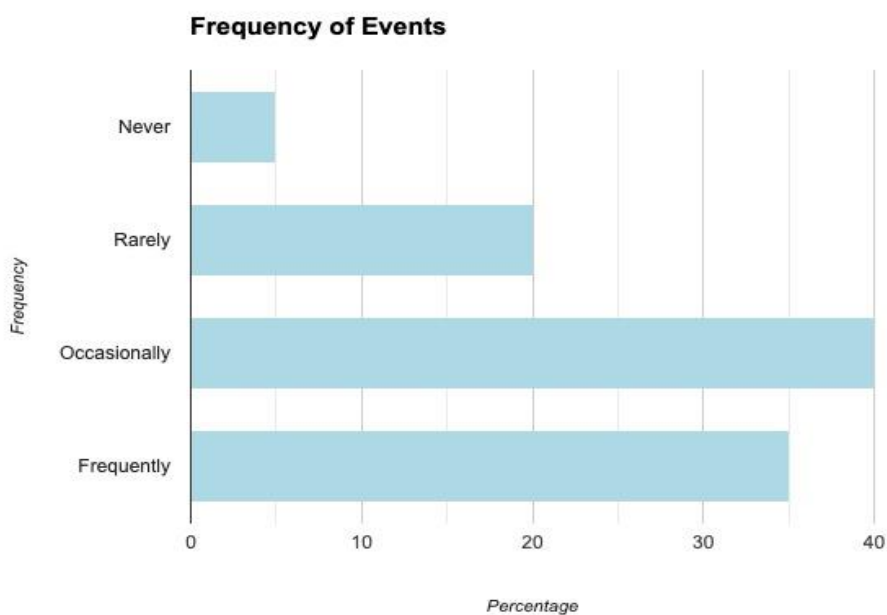
Moderately Aware: 30%

Somewhat Aware: 20%

Not Aware: 5%

This visualisation provides an overview of the distribution of environmental awareness among Gen Z, indicating that a significant portion are highly aware, followed by moderately aware, somewhat aware, and a small percentage who are not aware.

Frequency of Events



Frequently 35% of Gen Z's fast fashion purchases

Occasionally represents 40%.

Rarely represents 20%.

Never represents 5%.

This visualisation provides an overview of how often Gen Z engages with fast fashion, indicating that a significant portion purchase occasionally, followed by frequently, rarely, and a small percentage who never engage with fast fashion

Interpretation

The impact of Generation Z on streetwear culture encompasses an examination of their fashion inclinations, shopping habits, social media impact, sustainability awareness, brand allegiance, and cultural contributions.

Generation Z's keen interest in streetwear has revolutionized the fashion landscape, prioritizing comfort, individuality, and self-expression. They favor brands celebrated for their genuineness and inclusivity, spanning from well-established names like Supreme to emerging labels championing diversity and eco-consciousness. Platforms such as Instagram and TikTok wield significant influence over Generation Z's fashion choices, often under the sway of celebrities and influencers.

Regarding shopping behaviors, Generation Z predominantly leans towards online platforms, enticed by exclusive releases and collaborations. Nevertheless, they also value physical retail experiences that foster community engagement. Sustainability emerges as a crucial factor for Generation Z, prompting them to seek out brands committed to transparent and environmentally friendly practices.

Authenticity and cultural resonance drive brand loyalty among Generation Z, with a strong inclination towards brands that mirror their values and sense of identity. Culturally, Generation Z's impact extends beyond fashion to realms like music, art, and activism, fostering collaborative and expressive endeavors within the streetwear community.

While streetwear culture holds a global presence, regional disparities shape Generation Z's preferences, offering insights into both universal appeal and localized adaptations. Their influence on streetwear culture spans various facets, including fashion trends, consumer behaviors, social media dynamics, sustainability initiatives, brand relationships, cultural contributions, and global variations. A comprehensive understanding of these elements provides valuable insights into Generation Z's role in shaping contemporary streetwear culture.

Conclusion

Generation Z (Gen Z) has significantly influenced streetwear culture across various dimensions, including fashion choices, shopping habits, social media engagement, sustainability initiatives, brand loyalty, and cultural contributions. Their enthusiasm for streetwear has revolutionized fashion norms, prioritizing comfort, uniqueness, and self-expression, while also endorsing brands celebrated for their genuineness and inclusivity. Platforms like Instagram and TikTok play pivotal roles in shaping trends, with influencers amplifying brand messages and shaping consumer preferences. Gen Z tends to prefer online platforms for exclusive releases, but they also value physical retail experiences that foster community engagement. Sustainability is a crucial consideration, leading Gen Z to favor brands with transparent and eco-friendly practices, reflecting a broader trend towards ethical consumption. Brand loyalty is strongly tied to authenticity and cultural resonance, as Gen Z seeks out brands that align with their values and identity. Culturally, Gen Z's impact extends beyond fashion to music, art, and activism, encouraging collaborative expressions within the streetwear community. Despite the global popularity of streetwear culture, regional distinctions influence Gen Z's preferences, providing insights into both widespread appeal and localized

adaptations. Recognizing and understanding these aspects is vital for stakeholders navigating the ever-evolving landscape of contemporary streetwear culture, allowing them to leverage Gen Z's transformative influence to drive innovation and authenticity within the fashion industry.

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